

Program for Public Information (PPI)

Los Angeles County Floodplain Management Plan Update

Background Information

- The preparation of a PPI results from an understanding that well-informed people make better decisions and take actions to protect themselves.
- The CRS provides credit for a full range of public information activities that inform people about flooding and ways to protect themselves.
- There are no CRS credits simply for preparing the PPI. Instead, credit comes in the form of bonus points added to outreach projects and other CRS public information activities. Credit comes out of CRS Activity 330, which has a maximum of 350 points, including the additional points provided by the PPI.
- Two types of projects can be credited, outreach (OP) which happen on an annual basis regardless of flooding and flood response (FRP), which are prepared prior to a flood and updated every year, and distributed after a flood occurs.
- The PPI must achieve formal official status within the community, usually achieved by adoption or formal approval by the community's governing body or by the agency with implementation jurisdiction and funding.
- There are seven steps in the PPI process. However, the committee selected will only undertake activities to complete Steps 1 through 4 and 7. The detailed activities and goals of each Step are provided below.

Step 1: Establish a PPI Committee

The committee must be comprised of a minimum of 5 members with two members from the DPW, including a knowledgeable CRS representative and the Public Information Officer, and three from non-governmental or stakeholder agencies or groups (STK). The commitment for PPI committee members will include attendance at a minimum of three brainstorming session meetings to happen between March and May of 2015. Thereafter, committee members will be required to attend meetings (number up to discretion of committee, minimum of one) in order to evaluate the program, prepare an annual evaluation report, and officially approve that evaluation report.

March 2015	Introductions and Overview Step 2. Assess the Community's Public Information Needs
April 2015	Step 3. Formulate Messages and Outcomes Step 4. Identify Outreach Projects to Convey Messages
May 2015	Step 3 and 4 Wrap up. Step 7. Implement, Monitor, and Evaluate the Program Review of FMP Update

The following steps are briefly described. Detailed information will be provided, along with needed worksheets, at each meeting.

Step 2: Assess the Community’s Public Information Needs

- A. Delineate Target Areas
 - a. Focus on priority areas for raising public awareness about flood related issues. This information should come out of the plan update analysis, scheduled to be completed in March.
- B. Determine Target Audiences
 - a. Includes both target area residents or other audiences who need flood-related information but are not within a target area.
- C. Inventory Other Public Information Efforts
 - a. Survey of what other organizations and agencies are doing to disseminate flood-related information to the public.

Step 3: Formulate Messages

For each of the target audiences identified, develop messages that convey flood-related issues. These messages are based on six priority topics.

Step 4: Identify Outreach Projects to Convey Messages

For each of the messages developed, identify the kinds of outreach projects that could convey them to the target audiences.

(STEP 5: EXAMINE OTHER PUBLIC INFORMATION INITIATIVES – THIS IS NOT PART OF THE COUNTY PPI PROCESS)

(STEP 6: PREPARE THE PPI DOCUMENT – THIS IS NOT PART OF THE COUNTY PPI PROCESS)

Step 7: Implement, Monitor, and Evaluate the PPI

The committee will develop a plan that describes monitoring and evaluation procedures for the PPI, as well as proscribe how revisions to the plan will be undertaken. This step is done in the initial set of committee meetings, but also requires ongoing commitment. The committee members are required to meet a minimum of once in order to prepare and approve an annual evaluation report. However, it may be more effective for the committee to meet periodically throughout the year to monitor the implementation of outreach projects.